

MODULE-2

Q-1) 1. Give the name of the Traditional and Digital platform where we can promote TOPS Technologies Pvt. Ltd, and suggest which platform will be better for their marketing activity with a reason?

Ans- - Traditional Platform: Newspapers, Billboards

- Digital Platform: Social Media (Facebook, Instagram, LinkedIn), Google Ads

- Suggested Platform: Digital Platform, specifically social media, because it allows for targeted advertising, greater engagement with potential customers, and better tracking of marketing campaign effectiveness.

Q-2) What are the Marketing activities and their uses?

Ans-Marketing activities include market research, advertising, promotions, public relations, and sales. Their uses are to increase brand awareness, attract new customers, retain existing customers, and ultimately drive sales.

Q-3) What is Traffic?

Ans- In digital marketing, traffic refers to the number of visitors that visit a website. It is an important metric for understanding the website's reach and effectiveness.

Q-4) Things we should see while choosing a domain name for a company?

Ans- - Relevance to the business

- Easy to remember and spell
- Short and concise
- Avoiding numbers and hyphens
- Checking for trademark conflicts
- Availability of the desired TLD

Q-5) What is the difference between a Landing page and a Home page?

Ans-A Landing page is a standalone web page created for a specific marketing campaign, aimed at driving visitors to take a specific action. A Home page is the main page of a website that provides an overview of the website's content and links to other pages.

Q-6) List out some call-to-actions we use on an e-commerce website?

Ans- - "Buy Now"

- "Add to Cart"
- "Sign Up"
- "Subscribe"
- "Learn More"
- "Download"
- "Get Started"
- "Contact Us"

Q-7) What is the meaning of keywords and what add-ons we can use with them?

Ans- Keywords are words or phrases that users enter into search engines to find information. Add-ons can include long-tail keywords, negative keywords, and keyword modifiers to improve search relevance and performance.

Q-8) Please write some of the major Algorithm updates and their effect on Google rankings?

Ans-Panda Update: Focuses on content quality, penalizing thin or low-quality content.

- Penguin Update: Targets link quality, penalizing sites with manipulative link practices.
- Hummingbird Update: Enhances search precision by understanding query context and intent.
- Mobile Update: Boosts mobile-friendly pages in mobile search results.
- RankBrain: Uses machine learning to better understand search queries and provide more relevant results.

Q-9) What is the Crawling and Indexing process and who performs it?

Ans-Crawling is the process by which search engines discover new and updated web pages using bots (crawlers). Indexing is the process of storing and organizing the content found during crawling. This is performed by search engines like Google, Bing, and others.

Q-10) 10. Difference between Organic and Inorganic results?

Ans- Organic results are unpaid listings that appear in search engine results based on their relevance to the search query. Inorganic results, also known as paid results, are advertisements that appear at the top or bottom of search engine results pages (SERPs) based on payment.

Q-12) Create a blog for the latest SEO trends in the market using any blogging site?

Ans- <https://paridhaan2.blogspot.com/2024/09/latest-seo-trends-in-2024.html>

Q-13) Perform Keyword Research for
designer2developer.com:?

Ans-

KEYWORD	AVERAGE MONTH	COMPTITION
Software Development Service	1k-10k	low
Web Application Development	1k-10k	low
Business Automation Software Solution	10-100	low
IOT Application Development	0-10	
School Management System	1k-10k	medium

